



Client: Microsoft
Time Period of Project: November 2007 to June 2008
Deliverable: Microsoft Dynamics Testimonials (print ad campaign)

Summary/Overview:

Microsoft Dynamics' solutions include enterprise resource planning, financial management, customer service management, and retail management solutions. The campaign was expected to contribute to increasing sales of Microsoft Dynamics and create awareness among entrepreneurs who want to empower their workplace with a solution that supports their business objectives.

Audience and Attendance:

The series of case studies targeted small and mid-sized organizations and enterprises across industries that consider cost-effectiveness, technical support, ease of use, speed of implementation, scalability, and support costs when making their Enterprise Resource Planning (ERP) investment decision.

TeamAsia's Scope of Work:

TeamAsia communicated how the different offerings of Microsoft Dynamics have empowered companies' employees and stakeholders in enhancing customer management and supporting better decision through the Microsoft Dynamics Testimonials ad campaign. TeamAsia provided end-to-end campaign development, which included gathering client views through interviews, photo shoot facilitation, testimonial build-up and ad layout development.

Milestones:

TeamAsia garnered an Award of Excellence in the Marketing Communication Division of the Philippine Quill Awards 2008 for its Microsoft Dynamics Customer Testimonial ad campaign. This campaign showcased 27 case studies, each one featuring entrepreneurs who believe in the power of Microsoft Dynamics to enhance customer management and enable better decision making in their individual companies. The case studies were published in Entrepreneur magazine, and were used in events and other marketing communications activities.

